



A State of Missouri Registered Investment Adviser

Form ADV Part 2

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This brochure provides information about the qualifications and business practices of MacKay Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at 417-268-9191 and/or jim@mackayfp.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration by the firm and its advisers does not imply a certain level of skill or training.

Additional information about MacKay Financial Planning, LLC is also available on the SEC about MacKay www.adviserinfo.sec.gov. Click on "Investment Adviser Search" link, then search for Investment Adviser Firm" using the firm's IARD number, 169583.

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

There has been no material changes since the Firm's last Brochure of January 2014.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 417-268-9191 or by email at: jim@mackayfp.com.

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Section 1 - Advisory Business

MacKay Financial Planning, LLC, (" we" or the Firm") was formed in 2013 by James L. MacKay III. Jim owns 100% of the firm.

We provide financial planning services and advice to people from all walks of life. For some, this is a limited engagement where only specific concerns are addressed. For others, a more comprehensive approach that addresses multiple areas of financial planning is needed. The decision on which service is offered is based on client need, budget, and unique situation. The ultimate goal is to provide the solutions, guidance, and education necessary to improve the client's financial situation.

We may also provide non-fiduciary consulting services to employer sponsored retirement plans whereby James MacKay provides educational information on the plan itself and assistance to plan participants.

Our services are often described by saying "We wear three hats".

The first hat is that of a Life Planner. During this phase, we ask questions to understand exactly what the client(s) wants to accomplish during their lifetime. We want to understand their goals, desires, dreams, and really get to the heart of what they want to do with the time they have left.

The second hat is that of a Financial Planner. This is where we analyze their financial situation, quantify the cost of their goals, and through the use of financial tools, design a strategy to help them maximize the odds of achieving their goals.

Lastly, we wear the hat of an Investment Adviser. Once we truly understand a clients goals and their financial situation, we recommend the financial products that give them the best chance of achieving their goals. We perform on-going investment oversight in a non-discretionary manner. We do not maintain custody over clients' cash, bank accounts, or securities.

In each case, the process begins with a "get acquainted" meeting, where the client shares his or her concerns, goals, expectations, and background. During this discussion, we determine if our services are appropriate, to what extent services will be provided, and set expectations for both parties.

Next, we gather any and all necessary information related to the clients financial condition, consistent with the areas to be addressed. This data is confirmed either in a meeting or phone call before analysis begins. The analysis of their financial concern is completed, along with assumptions, recommendations, and an action plan. Once final, the plan is presented and discussed with the client. Revisions may be completed based on feedback from the client at the final presentation.

For limited engagement clients, the plan presentation represents the end of the engagement. In these situations we recommend follow up reviews, but it is the client's decision to initiate future engagements. For comprehensive clients, the process is repeated as needed and we remain available to provide guidance and advice as concerns come up.

Because we don't engage in discretionary investment management services nor do we accept responsibility for arranging or effecting the purchase of securities in a client's account MacKay Financial Planning does not have any assets under management.

Section 2 - Fees and Compensation

MacKay Financial Planning, LLC, provides services on an hourly basis or an annual agreement. Hourly fees for financial planning, including investment advice, are \$190 per hour, billed in 15 minute increments. The annual agreement fee is \$4,500 per year, billed quarterly in advance. Fees are negotiable at our sole discretion. Since we do not have access to accounts, we do not deduct fees directly from accounts. Our fees are billed directly to the client.

For hourly services, we may require a deposit equal to 50% of the quoted fee or \$500, whichever is less. The balance of the fee is payable immediately upon presentation of recommendations. Fees will not be collected for services to be performed more than six months in advance and in excess of \$500. For each engagement, proposed services to be provided and an estimated fee range are detailed in a written service agreement. Either party may terminate the engagement upon written notice within five days of signing the service agreement, at which time no fees are due. If the client terminates the agreement after five days of signing service agreement, the client is responsible for any fees already incurred.

For annual agreements, the fee is billed quarterly, with the first quarterly fee due upon signing the service agreement. Future quarterly billing will occur at three month intervals. Either party may terminate the agreement upon written notice at any time. If terminated within five days of initial agreement, all prepaid fees will be refunded. After the first five days, terminating the agreement will result in a prorated portion of prepaid fees being refunded.

While we encourage the use of low cost providers, clients may incur fees and expenses from third-party providers as a result of implementing financial planning recommendations. We encourage clients to read the prospectus and any available information related to fees and expenses before purchasing a product. We will provide information regarding expenses and fees for third-party providers when known. Final confirmation of total costs are the responsibility of the client.

MacKay Financial Planning, LLC proudly accepts no fees or payments of any kind from any investment company or product we recommend. Further, we do not accept referral fees from others for recommending their services. The only compensation we accept is from the clients we serve.

Section 3 - Performance-based Fees and Side-by-Side Management

MacKay Financial Planning, LLC does not charge fees based on a share of capital appreciation of the funds of an advisory contract, also known as performance-based fees. We also do not provide ongoing investment management services, so issues related to side-by-side management are not applicable.

Section 4 - Types of Clients

MacKay Financial Planning, LLC provides its services primarily to individuals. We have no requirements as to income, assets, or net worth.

Section 5 - Methods of Analysis, Investment Strategies, and Risk of Loss

When investment advice is part of our service offering, we seek to first understand the client's goals, current financial condition, and projected future cash flow. We consider the clients stated objective, time horizon, tolerance for value fluctuations, and other assets before deciding on an overall asset allocation target. We recommend investments based on our belief that a well-diversified, passive, low-cost, disciplined, and patient investment strategy provides the best chance for success over time. We make investment decisions based on academic research that shows the most important decision is the overall asset allocation (percentage invested in stocks/bonds/alternatives/cash, etc).

Our investment recommendations will attempt to diversify portfolios in a number of different ways. The investments will vary in geography, company size, maturity, issuer, and sector. Because of our desire to diversify and our belief that keeping investment costs low is critical, we often recommend the use of index funds. Recommendations for mutual funds will be of the no load variety when available.

We attempt to understand how a client will tolerate fluctuations in their account value. We do this through the use of an investor risk tolerance questionnaire, personal interview, and when available, by reviewing account history during times of market turmoil. We aim to devise an investment strategy that balances the clients need for investment returns with their personality as an investor.

While our investment strategy is based on scientific research and widely held beliefs, there is no way to reduce all risks, nor is it possible to guarantee that these investments will achieve their stated objectives. Index funds primary risk exposure is to that of the markets themselves. Markets can and will fluctuate, sometimes significantly, and owning index mutual funds almost guarantees that a portfolio will fluctuate as well. All investments have risk. These risks should be understood and accepted by a client before implementing any investment strategy.

Section 6 - Disciplinary Information

Neither MacKay Financial Planning, LLC nor any of its personnel have ever been the subject of a reportable legal or disciplinary event.

Section 7 - Other Financial Industry Activities and Affiliations

Neither MacKay Financial Planning, LLC nor any of its personnel are affiliated with or maintain material relationships with another financial industry entity. The policies of the firm require us to

maintain independence and objectivity. As such, we have no agreements with any person or entity that creates a conflict of interest. If any conflict arises before or during an engagement, it will be disclosed to the client.

Mackay Financial Planning is a member of the Garrett Planning Network (Garrett). Garrett is an organization that assists financial planners in fee-only financial planning practices. The firm pays an annual membership fee to Garrett for extensive services that include training and operational support. This enhances the firm's ability to provide quality service and advice to its clients.

Section 8 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

MacKay Financial Planning, LLC has adopted a code of ethics that sets forth the basic principles of conduct for all personnel of the firm and makes this document available to any client or prospective client upon request.

Neither MacKay Financial Planning, LLC nor any of its personnel are authorized to recommend or effect a transaction for a client involving any security in which the firm or a related party has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc.

At times personnel and related parties may hold positions in investments that are also recommended to the client. We may make recommendations or take actions with respect to investments that may differ in the nature or timing from recommendations made to, or actions taken for, other clients or personnel. However, at no time will the personnel or any related party receive preferential treatment over the client.

Section 9 - Brokerage Practices

MacKay Financial Planning, LLC is not affiliated with any bank, custodian, or brokerage firm. If we are engaged to provide investment advice, we will offer to use the service provider with whom the client's assets are currently maintained. The client's current provider will be evaluated based on fees and expenses, client satisfaction, and product offerings. If found to be inferior to other providers, a recommendation may be made to change. Since we are paid only by our clients, we receive no financial benefit by recommending to change providers.

We do not require or engage in directed brokerage involving our accounts. We recognize our obligation in seeking best execution for our clients, however, it is our belief that the determinative factor is not always the lowest possible cost, but whether the selected service providers' transactions represent the best qualitative execution while also taking into consideration the full range of services provided. Therefore, we will seek services involving competitive rates, but that may not correlate to the lowest possible rate for every transaction. We periodically review our policies regarding recommending service providers, in light of our duty to seek best execution.

Section 10 - Review of Accounts

For clients of MacKay Financial Planning, LLC under an annual agreement, periodic reviews of investments and financial plans will be completed on a quarterly basis. Investment holdings details will be aggregated (if approved by the client and available from their investment provider) through the use of a software application every three months, and subsequently updated in the clients ongoing financial plan. An update of material elements of the plan will be completed by the assigned financial planner.

Annual clients will be scheduled to meet with their planner twice yearly. At this meeting, updates of their investment portfolio (if available through aggregation software) will be reviewed for diversification, performance, and any changes initiated by the client since the last review. In addition, the results of the financial plan will be reviewed. In quarters where no scheduled meeting is to take place, the client will be contacted via phone, email, or video conference when the investment update results in a substantially different outcome in their financial plan. Regular unscheduled discussions will take place throughout the year as requested or initiated by either party.

Hourly engagement clients will receive no proactive review of financial plans or investments but are encouraged to return for reviews and updates as needed. We encourage clients to notify us of any changes to their personal financial situation.

Section 11 - Client Referrals and Other Compensation

MacKay Financial Planning, LLC does not receive, nor does it pay, any fees for client referrals. As disclosed in Section 7 we are a member of the Garret Planning Network. We may receive calls or emails from members of the public who have visited the website the Garrett Planning Network, and have searched for member or participating firms by utilizing the resources on their website. The firm does not pay for these referrals nor is there any fee-sharing arrangement reflective of a solicitor agreement.

Section 12 - Custody

MacKay Financial Planning, LLC does not take custody of client cash, bank accounts, or securities. The clients cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as banks, brokerage firms, mutual fund companies, and transfer agents. The client will receive account statements directly from their service provider. These statements are typically provided on a monthly or quarterly basis or as account transactions occur.

We will not ask for, nor accept, any of the clients account access information, such as username and/or password, even for the accommodation of the client or the clients legal agent.

Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

Section 13 - Investment Discretion

MacKay Financial Planning, LLC does not provide discretionary investment management services, so issues related to investment discretion are not applicable.

Section 14 - Voting Client Securities

MacKay Financial Planning, LLC does not vote client securities. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers, or other events pertaining to the clients investments. The client will receive their proxies and other solicitations directly from the custodian or transfer agent for their investments.

Section 15 - Financial Information

The nature of our services are such that an audited balanced sheet is not required and therefore, not provided. In addition, MacKay Financial Planning, LLC does not have any financial condition that requires disclosure.

Part 2A Appendix 1 - Wrap Fee Program Brochure (Not Applicable)

MacKay Financial Planning, LLC does not sponsor a wrap fee program. Issues related to wrap fee programs are not applicable.



MacKay Financial Planning, LLC
A State of Missouri Registered Investment Adviser

Part 2B - Brochure Supplement (Advisory Personnel)

March 1, 2015

James L. MacKay, III, CFP®
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This brochure supplement provides information about James L. MacKay III that supplements the MacKay Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact James L. MacKay III if you did not receive MacKay Financial Planning's brochure or if you have any questions about the content of this supplement.

Additional information about James L. MacKay, III is available on the SEC's website at www.adviserinfo.sec.gov.

Education Background and Business Experience

Name: James L. MacKay, III (born 1971)

Education: Bachelor of Science, Economics - Arizona State University
Financial Planning Certificate - College for Financial Planning

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Business Background (preceding five years):

VP/Senior Portfolio Manager - Central Trust & Investment Company (2006-2013)
Personal Financial Consultant - MHN Government Services (2008-2013)

Disciplinary Information

James L. MacKay, III has no disciplinary history to report.

Other Business Activities

James L. MacKay, III is not involved in any other business activities.

Additional Compensation

James L. MacKay, III does not receive any bonuses, sales awards, or other economic benefit from any source outside of fees received from clients.

Supervision

James L. MacKay, III is the sole Managing Member, Financial Planner, and Investment Adviser Representative for MacKay Financial Planning, LLC. Qualified outsourced business solutions are utilized to ensure proper policies and procedures are in place.

Requirements for State-Registered Advisers

James L. MacKay, III has no record of events requiring disclosure.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None